



PATENT  
Attorney's Docket No. 42P10861

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
Jay H. Connelly	)	Examiner: Jonathan G. Sterrett
Application No. 09/823,421	)	Art Group: 3623
Filed: March 29, 2001	)	
For: System and Method for	)	
Transparently Obtaining Consumer	)	
Preferences for Products, Product	)	
Features	)	

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT**

In response to the Advisory Action mailed August 30, 2005, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following remarks.